

Mutare Launches Brand New Product in 60 Days Using the VBVoice Toolkit



Customer Profile

Company Name: **Mutare**

Target Markets:

Legal, Healthcare, Finance, Transportation

Company size: **10M**

Products/Services:

Unified Communication, Secured Communication, Speech to Text

Project Summary:

Smart Assist by Mutare (SAM)

Go Live Date: **05-01-16**

System Architecture:

SIP based call completion

Speech technologies used:

Automatic Speech Recognition, Text-to-Speech

Total development time: **60 Days**

Users to date: **10,000**

Problem

Mutare, a provider of communication solutions primarily to businesses, noticed that attitudes toward voicemail have changed as communication technology has advanced; voicemail has seen little innovation in decades. The lengthy process requires employees to manage and record greetings, dial in to voicemail to hear messages, and listen to new messages in order even if only one of them is of interest. Even if there is a message of importance, the employee needs to ensure they have copied down all important information in order to call the person back – and might

need to listen to the same message several times to copy down the necessary information.

Companies frustrated with voicemail had two options:

1. Accept voicemail as a necessary evil, or
2. Get rid of voicemail and give callers no opportunity to leave a message.

Solution


Mutare wanted to offer another option to companies tired of voicemail, and used Pronexus' VBVoice IVR application toolkit to build a new product, Smart Assist by Mutare

(SAM). This alternative to voicemail informs the intended call recipient that they have missed a call and from whom, and gives the caller the opportunity to leave a message; however, instead of forcing the intended recipient to listen to the message, the recipient has the option

to read the message as transcribed text – allowing him or her to read the important information without listening to the message multiple times, and to check messages much more quickly.

Why VBVoice?

Mutare chose to build this new product using VBVoice due in part to their longstanding relationship with Pronexus as a customer; Mutare has built applications using VBVoice in the past, and the company enjoys the ease of use, speed of development, and assistance from Pronexus' excellent support team.

The benefits Mutare saw in selecting VBVoice were speed to market – total development time for this project from start to deployment was 60 days - and reliability of the platform, aspects of VBVoice solutions that translate to high returns of investment and long term customer retention. 

“Pronexus has always been a valuable partner to Mutare. Pronexus routinely provides the building blocks to bring Mutare designs and solutions to life. The ease of the working platform and the reliability of the system fit perfectly with Mutare’s heritage of quality solutions”

– VP Sales and Marketing, Mutare

Pronexus

Established in 1994, Pronexus specializes in telephony, speech and database integration technologies. Our flagship product VBVoice IVR software enables developing feature-rich inbound and outbound IVR solutions that improve customer service and streamline internal processes. Thousands of companies all over the world use VBVoice in applications varying from auto-attendants to automated payments, fax applications, notifications, polls and surveys. Part of our business model is to provide customers flexibility to choose between developing an IVR application in house, leveraging Pronexus' Professional Services or buying a turn-key IVR application from one of our partners who have integrated VBVoice into their solutions.